

Town Centre Impact Assessment



Change of use

Tyre Fitting Shop – Use class B2 (General Industrial)

to

Convenience Shop - Use Class E(a)

At

Cocklebury Road

Chippenham

Wiltshire SN15 3QF

Revision 1

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Proposed Development: Change of use from former ATS Euro master unit to minimart / convenience store

Site Address: Cocklebury Road, Chippenham, SN15 3QF

Proposed Gross Internal Area: 313 sqm

1. Introduction

This assessment considers the potential impact of the proposed convenience store on the vitality and viability of nearby town centres, in line with the National Planning Policy Framework (NPPF).

The proposal involves the reuse of a vacant former tyre and vehicle servicing unit for a small-scale retail convenience use.

2. Policy Context

Under the NPPF (paragraphs relating to town centres and retail), an impact assessment is generally required for retail proposals exceeding **2,500 sqm**, unless a lower locally set threshold applies.

- Proposed development: **313 sqm**
- This is **significantly below the national threshold**

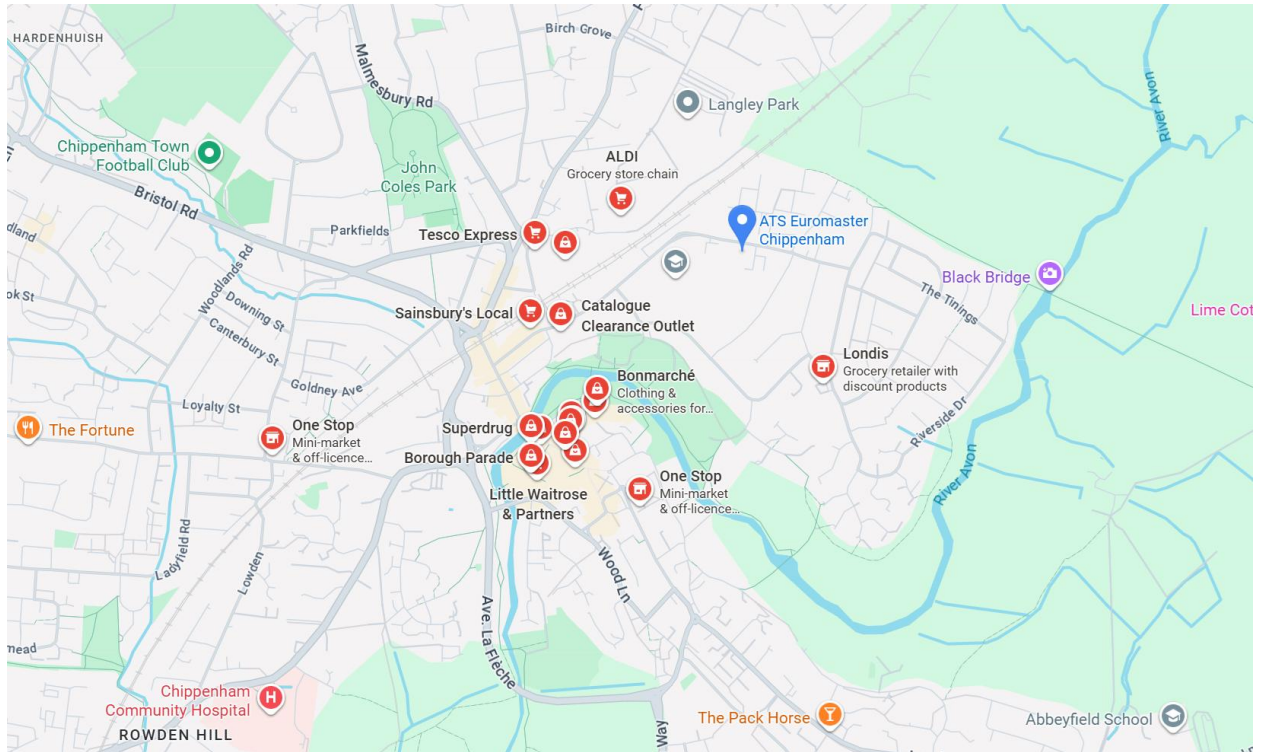
Local policy (Wiltshire Core Strategy) may apply a lower threshold; however, developments of this scale are typically considered “**small-scale convenience retail**”.

3. Site Context

The site is located on Cocklebury Road, within an established mixed-use area on the edge of Chippenham town centre.

Key characteristics:

- Previously in **sui generis / automotive use**
- Currently **vacant / underutilised**
- Accessible by foot, cycle, and car
- Serves surrounding residential neighbourhoods



4. Catchment & Function

The proposed minimart is expected to function as a **local convenience store**, serving:

- Immediate residential catchment
- Passing trade

It is not intended to operate as a destination food store or supermarket.

5. Impact on Existing Centres

5.1 Trade Diversion

Given:

- Small floor area (313 sqm)
- Limited product range typical of convenience stores

Any trade diversion from Chippenham town centre or nearby retail areas will be:

- **Minimal**
- Primarily limited to top-up shopping trips

Large-format supermarkets and the town centre's comparison retail offer will **not be materially affected**.

5.2 Vitality and Viability

The proposal will:

- **Not undermine** the role of Chippenham town centre
- Provide **complementary retail provision**
- Support **local accessibility to day-to-day goods**

The scale is insufficient to impact:

- Footfall patterns in the primary shopping area
- Retail occupancy rates
- Investment in the town centre

5.3 Sequential Considerations

While this document focuses on impact, it is relevant that:

- The proposal reuses an **existing building**
- No suitable, sequentially preferable in-centre unit of comparable type and viability has been identified for this specific use

6. Benefits of the Proposal

- **Reactivation of a vacant unit**
- Improved **local access to convenience goods**
- Reduction in need for short car journeys
- Contribution to **sustainable neighbourhood retailing**
- Potential **job creation**

7. Conclusion

The proposed 313 sqm convenience store at Cocklebury Road:

- Falls **well below** NPPF thresholds requiring detailed impact assessment
- Will result in **no significant adverse impact** on the vitality or viability of Chippenham town centre
- Provides **localised retail benefits** and supports sustainable development objectives

Conclusion:

The development fully complies with national and local planning policy relating to town centre impact and should be considered **acceptable in retail planning terms**.